

## AMENDMENTS TO THE CLAIMS

1-67. (Canceled)

68. (Currently amended) A computer-readable medium having a plug-in component containing program code for ordering a product from a plurality of computers and servers connected to form an internetwork, wherein the plug-in component places an order for the product by:

(a) using a premium telephone number to establish:

(1) a premium telephone number communication link (~~"premium telephone communication link"~~) with a billing server connected to the internetwork that processes the order for the product; and

(2) a telephone communication billing entity to which the order for the product is to be billed;

(b) transferring the order for the product to the billing server for processing; and

(c) obtaining access information from the billing server via the premium telephone number communication link, which is used to claim the ordered product.

69. (Currently amended) The computer-readable medium of Claim 68, wherein the plug-in component further places the order for the product by:

prior to establishing the premium telephone number communication link with the billing server,

(a) establishing an internetwork communication link with the billing server;

(b) obtaining a transaction identification which identifies the order from the billing server; and

- (c) disconnecting the internetwork communication link with the billing server.

70. (Previously presented) The computer-readable medium of Claim 69, wherein the plug-in component obtains the access information by:

- (a) transferring the transaction identification to the billing server to identify the order placed; and

- (b) obtaining an access key from the billing server, wherein the access key is assigned to the order identified by the transaction identification, and wherein the access key is used to claim the ordered product.

71. (Previously presented) The computer-readable medium of Claim 70 having a further computer-executable component comprising a billing component for verifying the order placed by the plug-in component, wherein the billing component verifies the order placed by:

- (a) providing the transaction identification to the plug-in component once the internetwork communication link with the billing server is established by the plug-in component; and

- (b) providing the access key to the plug-in component once the premium telephone communication link with the billing server is established by the plug-in component.

72. (Previously presented) The computer-readable medium of Claim 71, wherein the billing component also provides the plug-in component with an encrypted version of the product ordered before the plug-in component disconnects the internetwork communication link with the billing server.

73. (Previously presented) The computer-readable medium of Claim 72, wherein the plug-in component decrypts the encrypted version of the product ordered with the access key provided by the billing component.

74. (Currently amended) The computer-readable medium of Claim 68, wherein the premium telephone number communication link is associated with a 900 telephone number.

75. (Currently amended) The computer-readable medium of Claim 70, wherein the premium telephone number communication link established by the plug-in component is administered by a telephone service provide which bills a unit drop-charge for the product ordered via the premium telephone number communication link.

76. (Currently amended) The computer-readable medium of Claim 68 , wherein the plug-in component further places the order for the product by obtaining the ordered product from a merchant server located using the access information during the premium telephone number communication link with the billing server.

77. (Currently amended) The computer-readable medium of Claim 76, wherein the premium telephone number communication link established with the billing server is administered by a telephone service provider which calculates a charge for the ordered product by multiplying a predetermined rate associated with the premium telephone number communication link and the ordered product by the duration of the premium telephone number communication link with the billing server.

78. (Currently amended) The computer-readable medium of Claim 77 having a further computer-executable component comprising a billing component for processing the order placed by the plug-in component, wherein the billing component processes the order by:

(a) providing the plug-in component with a premium telephone number used to establish the premium telephone number communication link with the billing server and a telephone billing entity to which the order for the product is to be billed; and

(b) after the premium telephone number communication link with the consumer computer is established,

(i) establishing an internetwork communication link with a merchant server connected to the internetwork which supplies the access information for the ordered product; and

(ii) forwarding the order for the product to the merchant server via the internetwork communication link.

79. (Previously presented) The computer-readable medium of Claim 78 having a further computer-executable component comprising a merchant component for supplying the access information for the ordered product to the plug-in component, wherein the merchant component supplies the access information by:

(a) assigning an access identification to a designated communications session between the consumer's computer and the merchant server;

(b) assigning a password for claiming the ordered product;

(c) generating a locator for the ordered product identifying the location of the ordered product in the internetwork; and

(d) supplying the access information, password and locator to the billing component.

80. (Previously presented) The computer-readable medium of Claim 79, wherein the billing component further processes the order by forwarding the access identification, password and locator received from the merchant component to the plug-in component.

81. (Currently amended) The computer-readable medium of Claim 78, wherein the plug-in component further places the order for the product by creating a bookmark for the ordered product which contains the premium telephone number used to establish the premium telephone number communication link to the billing server and the telephone billing entity to which the order for the product is to be billed.

82-85. (Canceled)